



Newsletter of the Society for the Advancement of Consulting® - September 2019

Founded by Million Dollar Consulting guru Alan Weiss, the Society for the Advancement of Consulting is the premier association for independent consulting professionals who subscribe to an industry code of ethics and provide significant consulting results among their clients.

Innovate to Accelerate!

Is it September already? Where did the year go? Now's the time to think about how you will elevate your business in 2020.

If you have not already registered for the SAC Annual Meeting in New York in November, do so immediately. We're changing the format this year, which means we can only accommodate a limited number of participants. See below for more information.

Regional events are abounding! We have events in Orlando, FL; Barcelona, Spain; Melbourne, Australia; Chicago, IL, and Miami, FL coming up over the next few months. Check out the [calendar](#) for events near you.

Want to learn how to become more of a trusted advisor? Then you won't want to miss Lisa Anderson's webinar on September 24th. See details in the calendar below.

As always, feel free to contact us with your thoughts, comments, and suggestions.

Lisa and Linda

New This Year: An Immersive Annual Meeting Experience



Innovate to Accelerate

SAC Annual Meeting
November 5-6, 2019
New York City

We've turned the SAC Annual Meeting format upside down and inside out and come up with something, well, innovative.

This year's meeting is designed to be an immersive, hands-on-experience, where participants will leave established beliefs behind and consider how to be accelerate their business in 2020 by thinking and acting more innovatively.

As always, Alan Weiss will open the meeting with his latest thoughts and new ideas. We'll follow this with a series of related discussions and activities about innovation in consulting:

- What does profitable innovation look like for a consultant
- How to break away from business as usual
- Channeling your internal poet to generate the best writing ever
- The circle of artistry: elevating and accelerating your practice
- Taking innovative approaches to coaching
- Accelerate your business by adding new revenue streams
- How thinking innovatively has literally changed the landscape of New York City
- Plus a conversation with the winners of the inaugural Advancing Consulting award on how they are accelerating their practices.

Through the two days, you'll be asked to think about how you can apply these concepts immediately. We'll hold facilitated discussions to share best practices, and you'll leave with an action plan for turning your learning into action.

In addition to Alan, presenters and facilitators will include Libby Wagner, Pam Harper, Amanda Setili, Dorie Clark, Constance Dierickx, Lisa Bing, Joanne Irving, and more.

To make this a truly hands-on experience, we are limiting the number of participants. **If you have not yet registered, [do so immediately](#). Don't be left out!**

p.s. There are only just a few rooms left in our room block at 50 Bowery. [Contact them](#) as soon as possible to get the special SAC discounted rate.

SAC Melbourne Holds Meetup

The August 8th SAC Melbourne meetup featured the theme "Best Practices for Growth."

Held in Carlton, Australia, this event attracted a good sized audience, including several people new to the community.



SAC Australia Expands to Brisbane

The inaugural SAC Brisbane event was held at the beautiful Emporium Hotel in Southbank, Brisbane, Australia on July 29th.

Attendees included current members, as well as guests who came to learn about consulting and SAC. The guests were mostly either emerging consultants or considering



transitioning to consulting—which means joining SAC is a great way to accelerate their progress.

Members and guests each introduced themselves and discussed their interests and concerns. Questions were both well-considered and plentiful, enabling lots of good quality dialogue. The next SAC Australia event will be in Melbourne in mid November.

Special Offer on Next Year's Million Dollar Consulting Convention in Sydney

Still on the fence about attending the MDCC next April in Sydney? Consider this. Alan Weiss has graciously agreed to offer a 25% discount on the fees for this conference for SAC members. Register [here](#). Note "SAC" in the remarks section of the order form, and SAC members in good standing will receive a 25% discount off published prices.

While you're putting your plans in place, mark your calendar to attend the SAC Australia workshop, to be held in Sydney the same week.

Meet Our Members: David Ogilvie

David lives in Queensland, Australia and is Asia Pacific's leading independent expert in ERP. He involves himself in the entire lifecycle from system selection to implementation. Most importantly, he helps his clients extract value from these systems to build profitable companies and maximize their ERP investments.



What is the one thing that most differentiates you from others in your field?

I grew up in an entrepreneurial family and worked with my family in the business. I was working behind the counter from the age of 7. As a family, we experienced the very highs of success and the very lows of challenges brought about by forces over which you have no control.

At the age of 35, when we made the decision to sell the family business I faced by a cross road in my life. I went into business with a guy I knew from university. While that business venture did not last long, I learned a lot from it. Nothing teaches you what a client needs or wants more than having been in their exact situation with your own money at risk.

In my space, I am unique in that I have been there done that with my own money. This gives me a unique perspective and the ability to be empathic with executives. The result is that I deliver in different ways than my competitors and thereby gain better results.

What is something you've learned about business that you would have liked your younger self to know?

That I am in the marketing business and the importance of brand and gravity. Also, that my business partner didn't know anything about consulting, which meant I had to unlearn everything I ever picked up from him.

What do you find most valuable about SAC?

The community. SAC consists of some of THE most intelligent, caring, and supportive people I have ever come across. There is not one person in SAC that I wish I had not met.

Want to Be Featured?

Complete your profile on the SAC website! Set up your profile now! If you don't remember your

Sign Up Now for the Annual Meeting

November 5-6 in New York City.

[The Hotel 50 Bowery](#) in Manhattan is now owned by Hyatt. This boutique hotel is fun and modern and a great setting at the intersection of Canal Street and the Bowery. We have a small block of rooms reserved at an outstanding rate for New York City. [Reserve your room now.](#)



This Month's Featured Benefit: Lyft

Do you use Uber for ridesharing? Stop immediately. Because SAC is now able to offer you 30% saving on Uber-competitor LYFT. Thousands of organizations move their people with Lyft Business—from employees and customers to patients, and more. Now you can be more cost-effective, too.



Why our Lyft Program?

- Average savings of 30-50%
- Simple agreement process via online registration
- Dedicated Lyft Account Team, no cost
- Expedited launch and contracting process
- Additional rebates when you hit usage thresholds
- Discounts on Concierge platform
- \$3M in additional aggregated insurance
- Free reporting

[More information.](#)

Learn, Connect with Other Consultants, and Grow Your Practice with IMC

Register now for Consult-Con 2019, sponsored by our partner IMC. You'll experience exceptional speakers, collaborative programming, and opportunities to network with colleagues and thought leaders to help you grow your consulting practice and add transformative value to clients. SAC members may register at a discounted rate. [Learn more and register today.](#)



Follow Us On Twitter - We're Following You!

Our twitter handle is @consultingassn. Our goal is to follow all of our active members and to retweet your posts when appropriate. If we're not yet following you, it's because we don't have your Twitter handle. Send us a DM and we'll add you to our list. [Follow us.](#)

September 10th Deadline for Next SAC News Release

Have you been quoted in a recent SAC press release? Why not? Here's the information for our next release. Join us!

Topic: Are ethics gaining in relevance and/or importance in business? Where should business leaders incorporate ethics and what would you recommend as best practices? Or should they not be a consideration?

Use this [link](#) to submit your input of less than 150 words formatted into 2-3 paragraphs in the same format as the prior releases **no later than September 10th**. Please remember to check your grammar and provide your name with attribution!

Weiss Advice:

WHEN DOES AGGRESSIVE MARKETING BECOME UNETHICAL BEHAVIOR?



At a conference recently, a speaker confided to the audience that he often wrote articles about himself in the third person. In other words, he reported on his own accomplishments as if he were an independent interviewer or other third party. On other occasions, his wife would write about him or review a book without disclosing the relationship (they have different last names). He also self-published his books from his own publishing company, claiming they are commercially published.

Is this simply hard-nosed aggressive marketing, or does it cross the line into deceit? I can tell you this: A large part of the audience was enraged by his “confession” and several demanded an ethics investigation from the association. I was impressed that so many people found his activities to be at least suspect.

Fact and fiction

I believe it’s absolutely correct to blow the heck out of your own horn if what you’re saying is factually true. In other words, volume alone is never unethical, though it may be annoying. So to say that you’ve consulting with 47 Fortune 100 companies or written 11 commercially-published books is fine, if true. I think you’d agree that the statement “almost half of the Fortune 100” would be acceptable, and that “almost a dozen” is within bounds (though “more than ten” tells me immediately that it’s 11!).

However, if you were to say that you’ve been called by virtually every Fortune 100 company or that you’re one of the most prolific authors in the world (as I actually read one speaker claim, despite the fact he had written maybe a dozen, virtually unknown books), I’d have to draw the line. Yet even these are exaggerations, no matter how far-fetched and no matter the world-class poetic license involved.

The line is seriously crossed when we engage in fraud, deceit, and subterfuge. One consultant told me that he has two phones in his office representing his two companies, one of which refers customers to the other. He answers each phone in a different voice, pretending to be two different CEOs! That’s utter nonsense and, in my mind, quite unethical. Inventing clients is similarly way over the line: Another consultant I confronted, claiming to be active in one of my own clients where I had never set eyes on him, finally sheepishly admitted that he had actually gone to a sales meeting at the firm once, but had been unsuccessful. From that inauspicious beginning, the company made his client list!

Inventing results

I don’t believe we cross the line when we agree to provide a methodology which we have never previously delivered. (It’s one thing to say, “I can do that,” but another to say, “I have done that.” The latter is simply a lie, the former is a statement of intent and belief.) But it’s something else again to engage in the methodology poorly and simply invent the results (e.g., a survey sample which you report without proper scientific controls, or a market analysis without proper investigatory techniques which you simply guess about).

The range of marketing and promotion runs, therefore, from fact (I’ve worked with the Acme

company), to exaggeration (I've worked with the likes of the Acme company), to unethical behavior (claiming a reference at the Acme company), to illegal behavior (using a competitor's report from the Acme company as your own). I believe the test criteria are simple: What would happen if your prospects, clients, and friends found out the truth? (This is the famous "stink" test.)

That consultant who readily provided third person stories about himself doesn't pass my stink test. I wouldn't be proud of doing what he does, and would never allow my wife to review my books! (She might give them a bad review in any case...) All of us have to make these calls for ourselves. But I don't think any of us would want a room full of listeners to be aghast at our practices.

That line in the sand doesn't wash away with the tide. It's amazingly constant.

© Alan Weiss 2019

Stay in touch with Alan Weiss's events [here](#).

Upcoming SAC Events

September 9

Partner Event: **WIC Networking Luncheon: South Bay Satellite**
11:30am to 1pm at Le Quy Restaurant in Campbell, CA. [More Info.](#)

September 10

Partner Event: **WIC Networking Luncheon: Peninsula Satellite**
12pm to 1:30pm at Divino's Restaurant in Belmont, CA. [More Info.](#)

September 13

Partner Event: **SPC Lunchtime Meetup.**
1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA

September 16

Partner Event: **SPC Dinner Meetup.**
5:30 p.m. to 8:30 p.m. at the Hilton Garden Inn, Waltham, MA

September 24

Lisa Anderson: A Matter of Trust: How to Build Your Practice by Becoming a Trusted Advisor
SAC Best Practices Webinar; 11 am PT. No charge for members.
[More info.](#)

September 26

SAC Chicago Area Meetup
Contact [Praveen Puri](#) for more information.

September 26

Partner Event: **WIC Fall Mini-Conference.**
1:00 p.m. to 7:30 p.m. in San Mateo, CA. [More Info.](#)

October 7

SAC Orlando Area Meetup
Contact [Art Koch](#) for more information.

October 8

John Tulac: Going Global: What You Need to Know to Be Successful in Today's Business Environment
SAC Best Practices Webinar; 11 am PT. No charge for members.
[More info.](#)

October 11

Partner Event: **SPC Lunchtime Meetup.**
1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA

October 18

SAC Europe Meetup in Barcelona

Building a Thriving Consultancy Practice from Europe 2

Contact SAC Ambassadors, [Patrick Daly](#) or [Hamish MacKenzie](#) for more information.

October 28

Partner Event: **SPC Dinner Meetup.**

5:30 p.m. to 8:30 p.m. at the Hilton Garden Inn, Waltham, MA

November 12

Seth Kahan: Breaking Through: Moving From Low 6-Figures to \$500k+

SAC Best Practices Webinar; 11 am PT. No charge for members.

[More info.](#)

mid-November

SAC Australia Meetup - in Melbourne

Contact SAC Ambassador, [Clifton Warren](#) for more information.

November 19

Michelle Johnston, CPA: It's Not What You Make, It's What You Keep – Financial Literacy for Consultants

SAC PRACTICUM Webinar; 10 am PT. No charge for members.

[More info.](#)

November 5 and 6

SAC Annual Meeting in New York City

[More info.](#)

February 18, 2020

SAC Regional Event with Alan Weiss in Miami, FL

Beyond Value Based Fees – Closing Bigger Options

[More info and EARLY BIRD registration.](#)

Mark your calendar!

Webinars are included in your SAC membership. [Join or renew](#) your membership now.

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